

Background:

The 'Greetings Tour' seeks to create public art that will capture the pride of local residents for their hometowns and spark the interest of visitors and tourists. The two artists have been traveling to select cities throughout the United States since April 2015 documenting and painting murals inspired by vintage large-letter postcards. Their ultimate goal is to complete murals in all 50 states.

The Greetings Tour artists reached out to Travel Juneau board member, Gin Anderson, about doing a mural in Juneau, Alaska since Alaska is one of the only states they have not completed a mural in. Gin brought this idea to the DBA and the JAHC.

A Greetings Tour committee was formed and consists of Travel Juneau board members, the Downtown Business Association representatives, a Public Library employee, various downtown business owners, and community members.

This opportunity was appealing to the committee because of the marketing opportunities associated with working with national muralists as well as their willingness to collaborate with local muralists and businesses on the project.

After each mural is complete, the documented story will be shared through social media: [Instagram](#), [Facebook](#), [Tumblr](#), [Twitter](#) and [blog posts](#). The entire project will eventually be compiled into a comprehensive publication with a series of linen postcards and prints. More information on the artists can be found here: <http://www.greetingstour.com/about/>.

Concept:

The mural is inspired by the classic "Large Letter" postcard from the 30's-50's and features the name of a city with different images of landmarks from that particular city in each of the letters. The postcard-inspired murals that will be painted by The Greetings Tour will use spray paint as a medium to showcase modern or perhaps even undiscovered landmarks as well as historical elements from the cities they visit. The murals are approximately 40x15 ft.

The Greetings Tour committee will work with the muralists to develop various Juneau themes. Examples of Juneau themes are:

- Major Juneau industries: Mining + Fishing
- Native culture and art
- Wildlife – salmon, crab, bear, eagle, whale
- Tongass Rainforest
- Capital City
- Aviation
- Mendenhall Glacier

Greetings Tour mural proposal

Cost: Approximately \$12,000. This includes artist fees, spray paint, and travel.

Proposed location: The south facing wall of the downtown Public Library.

Examples of Greetings Tour murals:



Collaboration with local muralist(s): There is an opportunity for a local muralist to collaborate with the Greetings Tour artists on this project. The idea is to have a local muralist co-design and paint a couple of the letters. The local artist will work closely with the Greetings Tour team on the design.

Funding: The Greetings Tour committee will fundraise for the mural by hosting an event and seeking sponsorship from businesses and organizations.

Maintenance: The committee, and the artists, will take extra steps in making sure the mural lasts a long time. It has a lot to do with prepping the wall by power washing and giving it a new coat of primer before the painting process starts. The paint that will be used is an exterior enamel so it would last just as long, if not longer, than any exterior paint. The Greetings Tour has had murals with lifespans of more than 10 years. The artists can also apply a clear coat for UV Protection as well. The committee will explore options for mural touch up's with local painters.